

Social Media Service	Advantages	Disadvantages	Requirements
<p>Online Video</p> <p>YouTube  <a href="http://www.youtube.com/visithuskisson">http://www.youtube.com/visithuskisson</a></p>	<p>Many people prefer watching video over reading text</p> <p>Lots of people frequent YouTube. According to Tubemogul.com, YouTube has “69,329,000 monthly unique visitors; [with] 74 pages viewed per person; 0:55:52 minutes spent on site.”</p> <p>YouTube hosts your video files for free</p> <p>Membership is free</p> <p>Users can comment and rate videos</p> <p>Users can use social features – like sharing via social media websites and embedding videos on websites and blogs</p>	<p>Videos that are part of the YouTube partner program (that is, they have advertising attached to them) appear to get preferential standing in search results. So if your video doesn’t feature an ad beside it might be harder to find.</p> <p>YouTube video playback quality isn’t as high as some other websites (though often users may prefer a faster loading video over a slow, better quality, version).</p> <p>Although you do have comment moderation options, users may still leave negative comments, poor ratings or embed your video on pages in contexts you may find inappropriate or misleading.</p>	<p>Some combination of media (pictures, text, video, audio)</p> <p>Video editing software such as Sony Vegas Movie Studio or Windows Movie Maker</p> <p>Digital still and/or video camera and/or audio recording devices with relevant USB cables and/or card readers</p> <p>YouTube registration/Google account</p> <p>Internet Access</p> <p>Web browser</p> <p>Video distribution like Tubemogul (optional)</p> <p>Video podcast feeds such as those produced by Blip.TV (optional)</p>

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<p>Photograph Sharing</p> <p>Flickr  <a href="http://www.flickr.com/photos/visithuskisson/">http://www.flickr.com/photos/visithuskisson/</a></p>	<p>Lets you upload photographs (and videos no longer than 1:30), organise into sets and share with your friends.</p> <p>Flickr has its own community of users and its own 'foot traffic.'</p> <p>Users can comment on photographs, add photographs to their favourites and share with social networks like Twitter and Facebook.</p> <p>You can add friends and family as contacts and adjust your photograph settings to be seen only by certain Flickr users.</p> <p>Third party companies (like Harvey Norman centre) can print your stored Flickr photographs and create photobooks and other photo gifts from them.</p>	<p>Free membership will only let your most recent 200 uploads be shown. Similarly free accounts have a photo upload limit of 300MB per month and are restricted to two video uploads per month.</p> <p>Although Flickr gives more protection than other sites (especially restricting the typical right-click "Save File As..." methods of copying other people's photographs) it is not flawless. Photographs can be copied, and it is not uncommon to see Flickr photographs shared on Tumblr.</p>	<p>Some original photograph files to upload</p> <p>A Flickr account (or log in with Facebook or Google account credentials)</p> <p>Internet connection</p> <p>Web browser</p> <p>Flickr Desktop uploader (optional)  <a href="http://www.flickr.com/tools/">http://www.flickr.com/tools/</a></p>

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<p>Facebook Page</p> <p><a href="http://www.facebook.com/visithuskisson">http://www.facebook.com/visithuskisson</a></p>	<p>A lot of people are already on Facebook and have Facebook profiles. According to <a href="http://SocialMediaNews.com.au">SocialMediaNews.com.au</a> in July 2011 46% of the Australian population were on Facebook.</p> <p>You can group other relevant Facebook pages with yours by 'liking' them. You can use Facebook as a page.</p> <p>You can share statuses, links questions, photographs, videos.</p> <p>You can embed a Facebook page button onto your website which shows how many people 'like' your Facebook. This can be an important source of social proof, encouraging others to also like your page.</p> <p>Facebook keeps demographic information on all its users making it possible to advertise to very specific groups of people (based on age, gender, location, even things like relationship status).</p>	<p>There are strict requirements when it comes to creating Facebook profiles and pages (using real names, and representing only actual people, on a profile for example). These conditions can change over time and if you do not follow these closely you may lose your page/profile and any audience you have built up on Facebook.</p> <p>Because Facebook keeps demographic information on its users some people may prefer not to use Facebook.</p>	<p>A Facebook profile [Note: it is technically possible to create a Facebook page without a profile, however this is not advised as it may lead to ownership issues later]</p> <p>Internet connection</p> <p>Web browser</p> <p>Media to upload, links to share etc.</p>

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<p>Twitter</p> <p><a href="http://twitter.com/visithuskisson">http://twitter.com/visithuskisson</a></p>	<p>It is easy to share information in real time with a lot of people in short concise 140 character tweets.</p> <p>Individual Twitter users decide for themselves who they follow and can they unfollow people at any time. You don't see the same friend reciprocity (if someone is friends with you, you have to be friends with them) with Twitter as you would with Facebook.</p> <p>You can organise Twitter users into groups.</p> <p>You can use hashtags and other search terms to get information about a specific event or topic.</p> <p>You can send private 'Direct Messages' to people who are following you.</p> <p>You can set up various websites (YouTube, Flickr etc.) to tweet when you have uploaded new content.</p>	<p>Due to large volume of traffic the Twitter website still experiences period of downtime.</p> <p>Third party websites and programs can use the Twitter API. Normally this is great and can help expand how individuals use the service, however periodically it may be employed maliciously for spamming and other purposes.</p>	<p>Twitter username</p> <p>Internet Access or SMS (It is possible to tweet via SMS text messages if your phone has been registered with Twitter)</p> <p>Web browser</p> <p>Twitter apps for mobile devices (optional)</p> <p>Third party Twitter clients such as Tweetdeck, Seesmic and Echofon (optional)</p>

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<p>Website/Blog</p> <p>Self-hosted Wordpress  <a href="http://www.visithuskisson.com">http://www.visithuskisson.com</a></p>	<p>You host and publish your own content so while you are not necessarily constrained by the terms and conditions of other websites.</p> <p>A website gives people a central location on the web to head to for more information. E.g. they might see a YouTube video and follow the link in the video description.</p> <p>It is easy to direct people to your website if you have your own domain name. It is easier to say “Go to VisitHuskisson.com” than to instruct people to search for you in Google or YouTube.</p> <p>Wordpress generates RSS feeds so readers can be advised when you have new content. Wordpress gives you the ability to create pages as well as posts, and act as a content management system.</p> <p>Wordpress software is free and there are plenty of plugins and themes.</p>	<p>Self-hosted Wordpress requires you have your own hosting and a degree of technical knowledge to set up (though it isn’t too far, and their instructions are easy to follow).</p>	<p>Your own domain (optional, but desirable)</p> <p>A web host with:            PHP version 5.2.4 or greater            MySQL version 5.0 or greater</p> <p>FTP Software</p> <p>Text Editor</p> <p>The ability to create a MySQL database</p> <p>The Wordpress software from  <a href="http://www.wordpress.org">http://www.wordpress.org</a></p> <p>Internet connection</p>